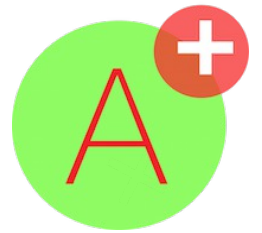


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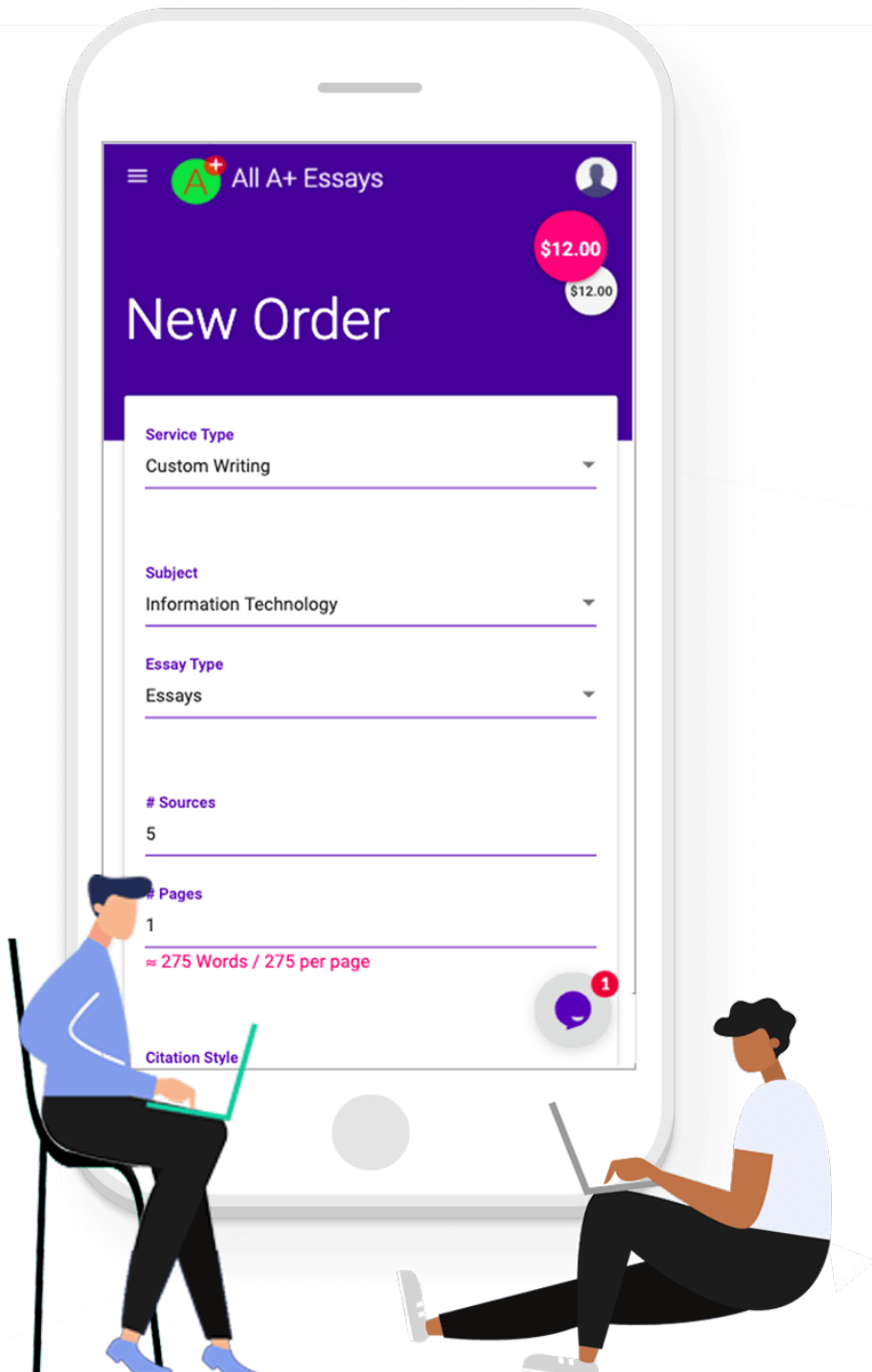


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A well developed answer is required Thoughtful and thorough answers are expected. Avoid rehashing case facts Make reasonable assumptions Don't confuse symptoms with problems Make effective use of financial and other quantitative developed in the case. Make good use of evidence developed in the





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cited within your paper OR it cannot appear there. Most of your writing needs to be in your own words – use short quotes or citations – do not include lengthy quotations. There is an 85/15 rule that is 85% of the paper must be your own words (evaluations, analysis, and recommendations) based on





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